

**Abstract**

The present invention provides of method of conducting an e-commerce business which enables customers to purchase products directly  
5 from suppliers via an internet web site. The Internet web site contains a  
database of information about the products including: price, composition,  
color, design and the supply of each product. Further, the web site includes  
pricing information related to the products including the manufacturer's price,  
the supplier's price (if different than the manufacturer), and the customer's  
10 price. Discounts, promotions and other price related information may also be  
available via the web site.